

"Here's a message from Milwaukee"

This thoughtful wife knows that the moment her husband tunes in to the Schlitz radio reception is good. For Schlitz has a very special taste that beer lovers are changing to with ultra high frequency. Taste Schlitz, yourself. You'll soon know why.

Schlitz tastes so good to so many people,
It's first in sales in the U.S.A.

BEER BOTTLED HERE, "THE BEER IS IT", 100% MALT BEER, BREWED IN MILWAUKEE, WIS.
SOLD EVERYWHERE - "TASTE A PINTAGE OF IT" - 1952

Schlitz

© 1952, BEER, SCHLITZ BREWING CO., MILWAUKEE, WIS.

The Beer that made Milwaukee Famous

Schlitz Beer Ad from 1952 using a painting by John Falter, Nebraska born, nationally known magazine illustrator (1910-1982). The text in the white box reads, "Here's a message from Milwaukee. This thoughtful wife knows that the moment her husband tunes in on Schlitz that reception is good. For Schlitz has a very special taste that beer lovers are changing to with ultra high frequency. Taste Schlitz, yourself. You'll soon know why."